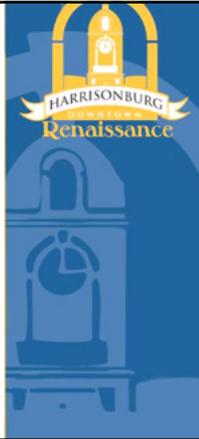


Downtown Business Retention and Recruitment

Harrisonburg Downtown Renaissance
Eddie Bumbaugh, Executive Director



Objectives

- Identify critical groundwork steps that create an environment for retaining and recruiting downtown businesses
- Identify strategies and resources to retain and strengthen existing downtown businesses
- Learn helpful incentives and techniques to recruit new downtown businesses
- Develop partnerships which share responsibilities and promote retention and recruitment objectives



Agenda

- Business-Friendly Environment
- Business Retention
- Business Recruitment
- Case Studies
- Questions



History

How do you create a business-friendly downtown?



Focus

1. Organization or person focused on downtown revitalization



Knowledge

2. Knowledge of community and customer base



Support

3. Supportive city government and community



The first image shows a city council meeting in a wood-paneled room with several people seated at a long table. The second image is a close-up of two hands shaking in a firm grip, symbolizing agreement or support.

Image

4. Positive and optimistic image



The first image shows a smiling woman in a blue shirt holding a green sign that says 'Open' in front of a storefront. The second image is a close-up of a black street sign with white lettering that reads 'HOPE ST' mounted on a red brick wall.

Vision

5. Vision to retain and attract business.



The image shows two people silhouetted against a bright sunset over a body of water. One person is pointing towards the horizon, symbolizing vision and future goals.

Priorities

More people working and living downtown



The first image shows a man in a blue shirt and tie carrying a black briefcase, walking on a city street. The second image shows a modern, multi-story apartment building with balconies and large windows, representing downtown living.

Priorities

More people dining and attending events downtown



The first image shows a young couple smiling and dining at a restaurant. The second image shows a large, crowded outdoor event with many people sitting at tables under white umbrellas.

Priorities

More people visiting downtown



The first image shows a storefront with a sign that says 'www.111.com' and a person walking on the sidewalk. The second image shows a woman in a blue shirt and a man with a camera around his neck, representing tourists visiting downtown.

Priorities

Developing a welcoming and attractive downtown




Priorities

Vision for Downtown




Retention

How do you keep businesses viable?




Retention

Programs and Incentives

- Merchants of Historic Downtown Harrisonburg
- Downtown Dining Alliance
- Shopping and Dining Guide
- Downtown Gift Certificates
- Coop Advertisements
- Newsletter
- Website
- Façade Enhancement Grants
- Focus Groups
- Light Up the Night
- Design Assistance
- Business Training
- Business Resource Team
- Business Resource Brochure



Case Study

Earth and Tea Cafe



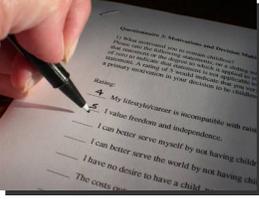

Recruitment

How do you get businesses to locate downtown?




Recruitment

Survey tools and negotiation points





Recruitment

Programs and Incentives

- Economic Revitalization Zone
- Historic Tax Credits
- Central Business District Tax Incentives
- Arts and Cultural District Tax Incentives
- Downtown Technology Zone
- Available Properties Web Listing
- Microloan Program
- Focus Groups
- Vision for Downtown
- Business Recruitment Package

Future Projects

- Children's Museum
- Hotel and Conference Center
- Grocery Store
- Park Project
- Streetscape Phases





Case Study

Midtowne Market





Case Study

Wine on Water





Case Study

Madison Interiors



Case Study

One Court Square



Questions



Ask now or contact me:

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